



# HOME MARKETING PROPOSAL 2024



**RE/MAX**  
REAL ESTATE GROUP

**YOUR REALTOR: NATHAN JOHNSON**

# 2023 RE/MAX® vs. THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence

## NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	TRANSACTION SIDES PER U.S. AGENT <sup>1</sup>	U.S. TRANSACTION SIDES	U.S. BRAND AWARENESS (UNAIDED) <sup>2</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
	13.3	781,377	34.0%	110+	9,175	144,014
	8.9	56,099	0.1%	6	500	8,000
	7.4	210,365	1.2%	1	502	28,237
	6.9	91,606	2.1%	35	2,400	42,300
	6.7	96,400	1.9%	1	500	14,400
	6.4	608,728	16.3%	39	2,900	103,400
	6.2	298,562	25.3%	85	13,600	148,600
	6.2	1,047,548	12.7%	60	1,100	191,877

# Nathan Johnson Team


- My Mission
  - To guide you step by step from this initial meeting through closing.
  - Streamline the process to make this experience as pleasant and worry free as possible.
- Experience
  - 50 to 60 sales per year - to include both buyers and sellers
  - I see the home from the perspective of both buyers and sellers and have the experience of dealing with issues from both sides of the process



# Nathan Johnson Team

Top 20 - Expertise.com

RealTrends America's Top Midsize Team



**Nathan Johnson**

215 W Rockrimmon Blvd, Colorado Springs, CO 80919

BUYER AGENT   SELLER AGENT   LUXURY AGENT

**Reputation:**  ⓘ ★ 5.0

Zillow **5.0 / 5** (556)

Google **3.4 / 5** (5)

Realtor **5.0 / 5** (2)

[Leave Feedback](#)

**Professionalism:**  ⓘ ★ 5.0

Responsiveness  ⓘ ★★★★★

Friendliness ★★★★★

Helpfulness ★★★★★

Detail ★★★★★

**Why choose this provider?**

Nathan Johnson is the lead Realtor for RE/MAX Real Estate Group's Nathan Johnson Team and serves Colorado Springs, Fountain, and Monument, Colorado. He and his team provide for the buying and selling needs of El Paso County through short- and long-term purchases, investments, and relocations. Nathan and his team donate part of every sale to local charities based on their motto, "Giving back to our community one home at a time."

[Show Number](#)

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SIDES	VOLUME	NATIONAL SIDES RANK
166.00	\$77,017,247	N/A
NATIONAL VOLUME RANK	STATE SIDES RANK	STATE VOLUME RANK
N/A	4	9
CITY SIDES RANK	CITY VOLUME RANK	AWARDS
1	2	America's Best by Volume America's Best by Sides

Colorado - Colorado Springs - Nathan Johnson



Lead of Nathan Johnson Team

## Nathan Johnson

Re/Max Real Estate Group

Zillow Premier Agent ⓘ

★★★★★ 5.0 • 624 Reviews

98 sales in the last 12 months



# More Money and Less Stress

- We have the experience to guide you step by step through
  - Initial offer(s)
  - Inspection items
  - Appraisals
  - Repairs
  - Inexperienced agents
  
- Marketing and Highlighting your home
  - Premier Agent on Zillow
  - IG & Facebook
  - Local Expert on Realtor.com
  - RE/MAX Network
  - Nationwide Real Estate Networks



# Giving back to the Community

Partner with a few different organizations

- Operation Underground Railroad
- Adopt a love story
- Shield 616





# Ramsey Trusted Real Estate Pro

*Proud to be*



# You and your Home is Priority #1

My goal is to do what's best for you and to promote your house, not to promote myself.



**FOR SALE**

**The  
Nathan Johnson  
Team**

**719.301.1888**

**RE/MAX Real Estate Group**





# You and your Home is Priority #1

We can definitely do an open house!

- Benefits of having an Open House for the seller
  - Bring buyers to your house
    - 4% of buyers buy a home they've viewed at an open house
- Benefits of having an Open House for the open house agent
  - Brings the agent holding the open house more business



# You and your Home is Priority #1

We can definitely do an open house!

- Risks of an open house
  - Curious neighbors
  - Unqualified buyers
  - Anyone can enter your house
  - Open house could turn away potential qualified buyers who want a private showing.



# Preparing To Sell



# What you control as a Seller

You have control over:

- Your Price - the price at which you decide to list
- Ease Of Access/ Showings To Your Property
- Condition Of Your Property
- Staging - We have a partnership with local stager
- Specific details within the offer contract





# NathanJohnsonTeam.com

## Home Enhancement Checklist

You've decided to sell your home! When selling, it's important to look at your home from a different perspective...the buyer's perspective.

The Home Enhancement Checklist provides you with insight and direction on how to get the most money and quickest sale for your home by making minor changes and repairs.

### Tidy up!

When a home appears cluttered, buyers can't "see" the home or its potential. By storing items you don't need or use, your home will feel more inviting to potential buyers. When selling a home, less is more!

### Clean up!

A clean home gives the impression that it has been well cared for. Strive to make your home visually and aromatically appealing. Remember: Paint in the can is worth \$20, but it's worth \$1,000 on the wall!

### Patch up!

Minor repairs often become major stumbling blocks for potential buyers. Take away those distractions by fixing minor issues before they become major.

### The finishing touch!

The little "extras" make a home feel special. Remember, your home is competing with others in your neighborhood. Make your home stand out!

## THE EXTERIOR

### Tidy up!

- Mow the lawn and trim trees and shrubs away from the house
- Rake leaves, pull weeds and dispose of dead plants, flowers and shrubs
- Store tools and other equipment neatly in the garage

### Clean up!

- Wash windows, inside and out
- Sweep all sidewalks and driveways

### Patch up!

- Repair doors and windows
- Repair major cracks in sidewalks and/or driveways
- Repair roof shingles, shutters, gutters, windows, siding and fencing
- Clean up the front/back yards with new sod, plants, flowers and mulch if needed

### The finishing touch!

- Add a new doormat at the entrance
- Add a potted or hanging plant
- Add new house numbers

### Additional observations:

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## THE KITCHEN

### Tidy up!

- Clear extra gadgets from all kitchen countertops
- Remove all messages, pictures and magnets from the refrigerator
- Clear away any papers, mail or newspaper that may have accumulated on countertops
- Clear sink, stove and countertops of all dishes, pots and pans

### Clean up!

- Wipe down cabinets & polish sinks
- Clean all appliances, inside and out
- Wash kitchen floors
- Air out garbage area with a deodorizer and/or freshener

### Patch up!

- Repair any faucet/sink leaks
- Repair any broken appliances
- Repair any non-working kitchen cabinets and drawers
- Patch and paint walls and ceilings, if necessary

### The finishing touch!

- Add a new throw rug
- Add a plant

### Additional observations:

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## THE BATHROOMS

### Tidy up!

- Remove any unnecessary items from the countertops
- Organize linen closets, medicine cabinets, etc.

### Clean up!

- Clean sinks, toilets, bathtubs and showers, and make sure they are mold-free
- Polish mirrors and bathroom fixtures
- Wash bathroom floor

### Patch up!

- Repair any faucet, sink and/or toilet leaks
- Caulk and grout tile, if necessary
- Patch and paint walls and ceilings, if necessary

### The finishing touch!

- Add a scented candle
- Add coordinated towels and accessories
- Add a new shower curtain

### Additional observations:

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## THE LIVING AREAS

### Tidy up!

- Remove piles of papers and magazines from tables
- Rearrange furniture; discard worn furniture and store "extra" pieces
- Straighten bookshelves

### Clean up!

- Clean and deodorize all carpet, spot cleaning where necessary; wash all floors
- Polish all furniture
- Wipe down lighting fixtures, making sure all light bulbs are working
- Wash window treatments
- Clean fireplace, if applicable

### Patch up!

- Patch and paint walls and ceilings, if necessary

### The finishing touch!

- Display linens on table
- Add fresh flowers, potpourri or a scented candle
- Rearrange pictures to highlight specific areas
- Add lamps if room is dark

### Additional observations:

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## THE BEDROOMS

### Tidy up!

- Straighten children's play area and store extra toys
- Remove extra furniture and rearrange to define areas
- Make closets more appealing by storing seasonal clothes elsewhere
- Be sure all clothes are hanging up and not lying around the room

### Clean up!

- Clean and deodorize all carpet, spot cleaning where necessary
- Wash window treatments
- Wipe down lighting fixtures, making sure all light bulbs are working

### Patch up!

- Patch and paint walls and ceilings, if necessary

### The finishing touch!

- Add decorative pillows to beds
- Add a plant

### Additional observations:

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## THE BASEMENT & GARAGE

### Tidy up!

- Organize all areas: laundry area, family area, workshop, garden equipment, etc.
- Box up and store or dispose of any unnecessary items

### Clean up!

- Sweep and clean floors
- Remove cobwebs from walls, window sills and ceilings
- Wash windows, inside and out

### Patch up!

- Make sure furnace, A/C and hot water heater are in working order

### Additional observations:

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## HERE COMES A BUYER...

Before each showing, be sure to complete these last minute touches to make your home stand out and look great!

### EXTERIOR

- Pick up after pets
- Pick up lawn tools, toys, etc. lying around the yard
- Clear driveways and walk areas

### INTERIOR

- Open curtains for daytime showings and close curtains for nighttime showings
- Open windows to "freshen up" your home
- Do a quick tidy up
- Play instrumental music

### Additional observations:

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# Next Steps

Prior to getting the listing Live:

- Decide on your listing price
- Sign the Listing Contracts
- Schedule Photos
- Prep home for photos - Have Photos Completed
- Review the MLS Listing
- Put key in lockbox and sign in the yard day prior to going live
- Get listing live!
  
- Showing Time for Appointments

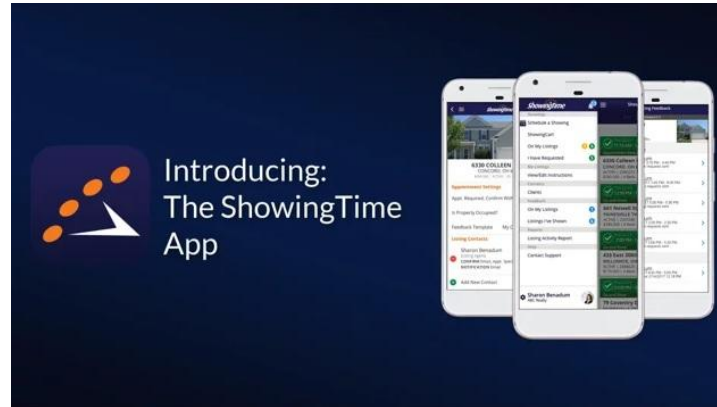


# Next Steps

## Showing Time Appointment Center:

When appointments are set/requested you can receive:

- Email Notifications
- Text Notifications
- App Push Notifications
- Or even a Phone Call



- All family members can be linked so they all receive notifications - which means you all will be on the same page!

# Great Photography Brings Buyers

- Drone Photos
  - Views of the home and surrounding area - if it makes sense for your property
- House Photos
  - Photos that truly show what the home looks like
  - Limit the photos that show toilets or toilet related items
  - Not every room or closet needs to be shown

# Great Photography Brings Buyers





# Great Photography Brings Buyers





# Great Photography Brings Buyers



VS



VS



# Great Photography Brings Buyers

- Drone Photos
  - Views of the home and surrounding area - if it makes sense for your property
- House Photos
  - Photos that truly show what the home looks like
  - Limit the photos that show toilets or toilet related items
  - Not every room or closet needs to be shown
- You want photos and videos to be ‘Teasers’
  - 3D Matterport Walk Throughs - not always ideal
  - Video Walkthrough ‘Trailer’ - Very Important to have

# Video 'Trailer'



# Finding Your Homes Approximate Value



# Marketing Budget Options

Marketing Budget to work to get your price:

- Staging
- Realtor.com: Local Expert
- Marketing Budget is always negotiable - And are different options other than what's being shown now





# Marketing Budget Options

## Marketing Budget: Why Staging is Important

- 82% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home. (National Association of Realtors)
- 47% of real estate agents claim that home staging had an effect on most buyers' view of the home. (National Association of Realtors)
- A professionally staged home spends 73% less time on the market compared to those without staging. (Professional Staging)
- Staged homes on the market sold for 25% more than homes without staging. (Realtor Magazine)
- <https://www.thezebra.com/resources/research/home-staging-statistics/>

# Marketing Budget Options



- Local Expert
- Marketing and Highlighting your home
  - ~300,000 EXTRA views a month
  - 13 different ZIP Codes
  - Colorado Springs and Fountain



realtor.com®



# Marketing Budget Options



## Local Expert<sup>SM</sup> ads

Local Expert<sup>SM</sup> (LEX) is customized, branded real estate ads that allow agents to build trust and brand awareness with home shoppers on Realtor.com<sup>®</sup> and Facebook.

### Performance by market

Total markets (15 of 15)

Date range

Feb 16 - Mar 17 2024

Total ad views

**279,374**

📉 -5% vs prev 30 days

Total clicks

**477**

📈 212% vs prev 30 days

0.17% Clickthrough rate



# Marketing Budget Options



realtor.com/realestateandhomes-search/80918/price-350000-600000

80918, Colorado Spri X Q \$350K - \$600K X Property type v More v Save search List Map

Advertisement

Local expert Nathan Johnson RE/MAX

We'll work to find 'your' Perfect home!

To reach me click "Contact Agent"

Contact Agent

David Weekley Homes Built by David Weekley Homes

New Special offer New construction

House for sale

**\$578,000** ↓ \$9.69k

3 bed 2.5+ bath 2,209 sqft

4634 Peak Crest Vw Colorado Springs, CO 80918

Contact Builder

David Weekley Homes Built by David Weekley Homes

Special offer To be built

House for sale

**\$582,990**

3 bed 2.5 bath 2,005 sqft

Deerfield Plan, Trailside at ... Colorado Springs, CO 80918

Contact Builder



# Marketing Budget Options

What I offer you with the Top Tier Marketing Plan

- Please contact us at 719-209-5316 or [natej30.remax@gmail.com](mailto:natej30.remax@gmail.com) for information on our marketing budget options





I'm looking forward to Working for you!



DOING MORE FROM  
**FOR SALE**  
— TO —  
**SOLD**

*That's the sign of a RE/MAX agent<sup>SM</sup>*

